TOURIST RECEPTION CENTRE SURVEY

SPRING/SUMMER 1985

Strategic Planning & Development
Business Development & Tourism
February, 1986

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TOURIST RECEPTION CENTRE
SURVEY SUMMARY RESULTS
SPRING/SUMMER 1985
(APRIL - SEPTEMBER)

TABLE 1. TOTAL NUMBER OF VISITOR REGISTRATION FORMS RECEIVED DURING APRIL - SEPTEMBER, 1985

MONTHS:	WINNIPEG (CORE AREA)	FALCON LAKE	EMERSON	BOISSEVAIN	MAN/ SASK	TOTAL
APRIL	1270	6	241	1	1	1519
MAY	2783	655	876	156	199	4669
JUNE	5467	2593	1872	480	512	10924
JULY	8532	4624	2654	685	961	17456
AUGUST	6101	6	1763	546	1104	9520
SEPTEMBER	79		140		31	250
TOTAL:	24232	7884	7546	1868	2808	44338

TABLE II. ORIGIN/LENGTH OF STAY IN MANITOBA; APRIL - SEPTEMBER, 1985
NUMBER OF NIGHTS IN MANITOBA

COUNTRY	NONE	1-3 (WKND)	4-7 (1 WK)	8-14 (2 WKS)	15-21 (3 WKS)	22+ LONGER	TOTAL
CANADA	4.5%	33.0%	9.2%	2.2%	0.5%	0.9%	50.3%
U.S.A.	5.8%	28.3%	8.4%	2.0%	0.2%	0.3%	45.0%
FOREIGN	0.1%	2.1%	1.0%	0.5%	0.3%	0.7%	4.7%
TOTAL:	10.4%	63.4%	18.6%	4.7%	1.0%	1.9%	100.0%

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TABLE III. PERCENT ORIGIN OF NON-RESIDENT VISITORS REGISTERING AT VISITOR RECEPTION CENTRES WITHIN MANITOBA (APRIL - SEPTEMBER, 1985)

ORIGIN:	SOUTH	EAST	WEST	WINNIPEG CORE	TOTAL:
CANADA TOTAL:	7.8%	70.2%	69.0%	62.8%	49.9%
Newfoundland	0.0%	0.7%	0.1%	0.2%	0.3%
Prince Edward Island	0.0%	0.3%	0.1%	0.1%	0.1%
Nova Scotia	0.2%	1.8%	0.5%	0.8%	0.8%
New Brunswick	0.2%	1.1%	0.7%	0.4%	0.5%
ATLANTIC PROVINCES:	0.4%	3.9%	1.4%	1.5%	1.8%
Quebec	0.3%	7.2%	2.1%	5.0%	4.0%
N.W. Ontario	0.3%	7.9%	0.7%	3.7%	3.5%
Other Ontario	3.4%	42.7%	14.0%	21.1%	20.6%
CENTRAL PROVINCES:	4.0%	57.7%	16.8%	29.9%	28.1%
EASTERN PROVINCES:	4.4%	61.6%	18.2%	31.4%	29.9%
Saskatchewan	1.2%	1.4%	13.6%	10.4%	6.1%
Alberta	1.3%	3.8%	19.4%	12.0%	7.7%
PRAIRIE PROVINCES:	2.5%	5.2%	33.0%	22.3%	13.8%
British Columbia	0.9%	3.3%	17.3%	8.7%	6.0%
Yukon and N.W.T.	0.0%	0.1%	0.5%	0.4%	0.2%
WESTERN CANADA:	3.4%	8.6%	50.8%	31.4%	20.0%
UNITED STATES TOTAL:	91.4%	26.0%	27.5%	28.5%	45.3%
Maine	0.0%	0.4%	0.2%	0.1%	0.2%
New Hampshire	0.0%	0.2%		0.1%	0.1%
Vermont	0.1%	0.3%	0.2%	0.1%	0.1%
Massachusetts	0.2%	0.7%	0.3%	0.2%	0.3%
Rhode Island	0.1%	0.0%		0.0%	0.0%
Connecticut	0.1%	0.4%	0.4%	0.1%	0.2%
NEW ENGLAND:	0.5%	2.0%	1.2%	0.7%	1.0%
New York	0.5%	1.4%	0.9%	0.9%	0.9%
New Jersey	0.3%	0.5%	0.2%	0.3%	0.4%
Pennsylvania	0.8%	0.9%	0.8%	0.5%	0.7%
MIDDLE ATLANTIC:	1.7%	2.7%	1.9%	1.8%	2.0%
Ohio	1.0%	1.1%	1.1%	0.6%	0.9%
Indiana	1.3%	0.4%	0.5%	0.4%	0.7%
Illinois	3.3%	1.3%	0.9%	1.2%	1.8%
Michigan	1.5%	2.1%	1.4%	0.9%	1.4%
Wisconsin	2.7%	1.5%	1.8%	1.3%	1.8%
EAST-NORTH CENTRAL:	9.8%	6.3%	5.7%	4.3%	6.4%
Minnesota	21.5%	2.6%	2.4%	7.0%	9.6%
Iowa	3.7%	0.5%	0.8%	0.7%	1.5%
Missouri	2.3%	0.5%	0.7%	0.5%	1.0%
North Dakota	28.8%	0.4%	0.3%	3.1%	9.3%
South Dakota	2.7%	0.1%	0.1%	0.4%	1.0%
Nebraska	2.5%	0.4%	0.2%	0.4%	1.0%
Kansas	1.9%	0.4%	0.2%	0.4%	0.8%
WEST-NORTH CENTRAL:	63.3%	5.0%	4.7%	12.6%	24.2%
Delaware	0.0%	0.1%	0.0%	0.0%	0.1%
Maryland	0.4%	0.2%	0.3%	0.2%	0.3%
District of Columbia	0.0%	0.0%	0.5%	0.1%	0.1%
Virginia	0.5%	0.4%	0.5%	0.2%	0.4%
West Virginia	0.1%	0.0%	0.1%	0.1%	0.1%
North Carolina	0.4%	0.3%	0.4%	0.2%	0.3%
South Carolina	0.2%	0.1%	0.2%	0.1%	0.1%
Georgia	0.4%	0.3%	0.2%	0.2%	0.3%
Florida	1.4%	1.6%	1.3%	0.9%	1.2%
SOUTH ATLANTIC:	3.3%	3.1%	3.5%	2.0%	2.8%
Kentucky	0.3%	0.2%	0.2%	0.1%	0.2%
Tennessee	0.4%	0.3%	0.2%	0.1%	0.2%
Alabama	0.4%	0.1%	0.2%	0.1%	0.2%
Mississippi	0.2%	0.0%	0.2%	0.1%	0.1%
EAST-SOUTH CENTRAL:	1.4%	0.6%	0.7%	0.5%	0.8%
Arkansas	0.6%	0.2%	0.2%	0.1%	0.2%
Louisiana	0.3%	0.2%	0.1%	0.1%	0.2%
Oklahoma	0.8%	0.4%	0.2%	0.3%	0.4%
Texas	2.1%	0.5%	0.8%	0.8%	1.1%
WEST-SOUTH CENTRAL:	3.8%	1.3%	1.2%	1.3%	2.0%
Montana	0.5%	0.2%	0.5%	0.2%	0.3%
Idaho	0.1%	0.1%	0.1%	0.1%	0.1%
Wyoming	0.3%	0.1%	0.1%	0.1%	0.1%
Arizona	0.7%	0.3%	0.6%	0.4%	0.5%
Utah	0.3%	0.1%	0.1%	0.1%	0.2%
Colorado	0.9%	0.3%	0.2%	0.3%	0.5%
Nevada	0.1%	0.1%	0.2%	0.1%	0.1%
New Mexico	0.2%	0.1%	0.1%	0.1%	0.1%
MOUNTAIN:	3.2%	1.3%	1.9%	1.4%	1.9%
Washington	0.8%	0.8%	1.3%	0.6%	0.6%
Oregon	0.4%	0.5%	1.2%	0.5%	0.5%
California	2.7%	2.2%	3.7%	2.6%	2.6%
Alaska	0.4%	0.1%	0.3%	0.3%	0.3%
PACIFIC:	4.4%	3.7%	6.7%	3.9%	4.2%
Great Britain	0.1%	0.5%	0.6%	1.6%	0.9%
Europe	0.4%	2.6%	1.4%	4.4%	2.7%
Other	0.2%	0.6%	1.4%	2.5%	1.3%
FOREIGN TOTAL:	0.7%	3.7%	3.4%	8.5%	4.9%
GRAND TOTAL:	100.0%	100.0%	100.0%	100.0%	100.0%

NOTE: SUB-TOTALS MAY NOT ADD UP DUE TO ROUNDING

TABLE IV. PERCENTAGE - ORIGIN/ACCOMMODATION
(FOR THOSE REMAINING ONE OR MORE NIGHTS)
APRIL - SEPTEMBER, 1985

COUNTRY	HOTEL/ MOTEL	CAMPING	FRIENDS/ RELATIVES	OTHER	MULTIPLE	TOTAL
CANADA	'2.1%	32.7%	21.9%	2.3%	1.0%	100.0%
U.S.A.	58.7%	34.0%	5.6%	1.0%	0.7%	100.0%
FOREIGN	23.7%	22.1%	39.2%	13.5%	1.5%	100.0%
TOTAL:	48.4%	32.7%	15.7%	2.3%	0.9%	100.0%

TABLE V. MAIN PURPOSE OF VISITORS REGISTERING AT MANITOBA VISITOR RECEPTION CENTRES, (APRIL - SEPTEMBER, 1985)

ORIGIN:	SPECIAL EVENT/ FESTIVALS	GENERAL FISHING TRIP	NORTHERN FISHING TRIP	SIGHT-SEEING: RURAL AREA	SIGHT-SEEING: WINNIPEG	VISITING FRIENDS/ RELATIVES	OUTDOOR RECREATIO	SHOPPING TRIP	HORSE RACES	NON-PLEASURE TRIP:
CANADA TOTAL:	6.6%	1.9%	0.3%	43.3%	55.7%	25.1%	31.2%	24.7%	5.7%	8.0%
Newfoundland	7.7%	0.0%	0.0%	44.9%	55.1%	16.7%	24.4%	24.4%	2.6%	14.1%
Prince Edward Island	19.4%	0.0%	0.0%	52.8%	30.6%	11.1%	36.1%	8.3%	5.6%	19.4%
Nova Scotia	5.3%	2.4%	0.8%	47.4%	56.3%	21.9%	34.4%	27.1%	4.5%	8.5%
New Brunswick	6.5%	3.9%	0.7%	52.9%	53.6%	22.9%	39.9%	23.5%	5.2%	7.2%
ATLANTIC PROVINCES:	7.0%	2.3%	0.6%	49.0%	53.5%	20.6%	34.6%	24.3%	4.5%	9.7%
Quebec	6.6%	2.7%	0.2%	51.1%	67.6%	17.6%	33.5%	29.7%	3.2%	5.9%
N.W. Ontario	13.2%	2.0%	0.5%	46.8%	58.5%	23.3%	42.0%	42.1%	6.3%	10.8%
Other Ontario	7.4%	2.3%	0.4%	49.4%	58.7%	26.3%	32.4%	26.0%	4.7%	7.4%
CENTRAL PROVINCES:	8.0%	2.3%	0.4%	49.3%	59.9%	24.6%	33.8%	28.6%	4.7%	7.6%
EASTERN PROVINCES:	8.0%	2.3%	0.4%	49.3%	59.6%	24.4%	33.8%	28.3%	4.7%	7.7%
Saskatchewan	5.8%	1.1%	0.1%	33.0%	51.5%	26.1%	24.3%	19.8%	7.8%	9.9%
Alberta	3.8%	1.3%	0.1%	35.9%	48.1%	26.2%	27.7%	18.7%	6.7%	8.6%
PRAIRIE PROVINCES:	4.7%	1.2%	0.1%	34.6%	49.6%	26.1%	26.1%	19.2%	7.2%	9.2%
British Columbia	3.8%	1.0%	0.2%	33.1%	50.4%	26.9%	29.1%	19.7%	7.2%	6.5%
Yukon and N.W.T.	4.7%	1.6%	0.0%	37.5%	43.8%	10.9%	31.3%	15.6%	9.4%	9.4%
WESTERN CANADA:	4.4%	1.1%	0.1%	34.2%	49.8%	26.2%	27.1%	19.3%	7.2%	8.4%
UNITED STATES TOTAL:	7.9%	4.5%	3.3%	37.7%	65.9%	7.4%	25.7%	20.0%	6.5%	2.7%
NEW ENGLAND:	5.9%	4.5%	1.0%	59.8%	55.2%	8.0%	44.8%	21.7%	1.4%	0.7%
MIDDLE ATLANTIC:	4.6%	2.4%	0.2%	49.5%	60.8%	11.7%	33.8%	22.7%	2.9%	4.3%
Ohio	8.9%	3.3%	0.8%	50.8%	55.3%	8.1%	37.0%	24.8%	2.8%	1.2%
Indiana	6.4%	4.3%	9.6%	43.6%	53.7%	5.3%	26.6%	15.4%	1.6%	3.2%
Illinois	4.8%	5.0%	7.3%	49.0%	58.9%	12.0%	28.4%	14.9%	1.9%	3.9%
Michigan	5.8%	2.5%	1.3%	53.3%	56.8%	9.6%	32.1%	22.2%	2.0%	1.8%
Wisconsin	6.8%	4.1%	4.8%	43.0%	63.4%	11.8%	26.7%	24.4%	2.9%	1.4%
EAST-NORTH CENTRAL:	6.3%	3.9%	4.7%	48.0%	58.7%	10.2%	29.7%	20.4%	2.3%	2.3%
Minnesota	11.1%	3.2%	4.3%	27.6%	72.2%	6.4%	19.9%	18.9%	9.0%	2.9%
Iowa	6.5%	13.3%	8.1%	38.7%	58.6%	4.5%	25.9%	18.0%	2.5%	2.5%
Missouri	4.1%	9.9%	5.5%	45.1%	60.4%	5.1%	26.3%	16.0%	1.7%	0.7%
North Dakota	11.0%	3.8%	2.1%	23.6%	72.2%	3.9%	16.5%	18.2%	14.1%	2.8%
South Dakota	5.9%	9.3%	7.6%	48.8%	62.6%	4.5%	32.5%	15.9%	6.2%	2.1%
Nebraska	5.4%	9.3%	8.2%	44.4%	65.2%	6.5%	32.5%	16.1%	2.2%	2.5%
Kansas	4.7%	5.9%	4.2%	45.8%	67.4%	9.3%	22.9%	15.3%	3.0%	2.5%
WEST-NORTH CENTRAL:	9.8%	4.9%	4.0%	29.5%	70.1%	5.3%	20.2%	18.1%	9.7%	2.7%
SOUTH ATLANTIC:	5.8%	3.6%	1.1%	47.7%	60.7%	6.9%	36.0%	23.3%	2.1%	3.1%
EAST-SOUTH CENTRAL:	5.5%	3.7%	1.8%	43.8%	68.7%	6.5%	26.3%	26.3%	1.8%	2.3%
WEST-SOUTH CENTRAL:	4.3%	6.8%	4.4%	46.6%	66.6%	8.4%	25.1%	18.8%	4.3%	1.9%
MOUNTAIN:	4.7%	5.6%	2.8%	45.1%	61.4%	8.4%	36.3%	21.9%	2.8%	3.3%
PACIFIC:	5.7%	3.0%	0.2%	44.8%	61.1%	12.7%	32.5%	25.1%	3.0%	2.6%
Great Britain	5.1%	1.5%	0.0%	27.4%	77.0%	43.1%	15.3%	28.8%	6.2%	2.6%
Europe	4.3%	1.7%	0.4%	39.9%	80.7%	31.5%	23.0%	18.9%	3.3%	3.9%
Other	3.4%	1.0%	0.2%	25.8%	76.2%	33.7%	16.7%	22.1%	4.9%	4.7%
FOREIGN TOTAL:	4.2%	1.5%	0.3%	33.8%	78.8%	34.2%	19.9%	21.6%	4.3%	3.9%
GRAND TOTAL:	7.0%	3.0%	1.7%	40.3%	61.5%	17.5%	28.1%	22.4%	6.0%	5.4%

TABLE VI. AVERAGE LENGTH OF STAY IN MANITOBA BY ORIGIN (FOR ALL OVERNIGHT VISITORS AND FOR THOSE WHOSE DESTINATION IS WINNIPEG OR MANITOBA)

ORIGIN:	AVERAGE LENGTH OF STAY (NIGHTS) ALL OVERNIGHT VISITORS	AVERAGE LENGTH OF STAY (NIGHTS) VISITORS DESTINED FOR WINNIPEG OR MANITOBA
CANADA TOTAL:	4.33	7.05
Newfoundland	13.35	39.60
Prince Edward Island	5.79	15.40
Nova Scotia	7.49	20.47
New Brunswick	4.05	8.38
ATLANTIC PROVINCES:	7.19	19.18
Quebec	5.19	12.49
N.W. Ontario	4.29	5.20
Other Ontario	4.07	7.53
CENTRAL PROVINCES:	4.26	7.60
EASTERN PROVINCES:	4.43	8.11
Saskatchewan	3.67	4.41
Alberta	4.29	6.62
PRAIRIE PROVINCES:	4.01	5.43
British Columbia	4.48	7.11
Yukon and N.W.T.	6.15	13.09
WESTERN CANADA:	4.18	5.92
UNITED STATES TOTAL:	3.46	4.32
NEW ENGLAND:	2.91	6.03
MIDDLE ATLANTIC	3.08	5.48
Ohio	2.68	4.80
Indiana	4.56	6.41
Illinois	4.02	6.38
Michigan	3.37	6.06
Wisconsin	3.45	5.05
EAST-NORTH CENTRAL:	3.61	5.73
Minnesota	3.25	3.56
Iowa	4.03	5.37
Missouri	4.21	5.76
North Dakota	2.86	2.92
South Dakota	4.55	5.18
Nebraska	4.46	5.79
Kansas	4.21	5.40
WEST-NORTH CENTRAL:	3.35	3.63
SOUTH ATLANTIC:	3.59	6.14
EAST-SOUTH CENTRAL:	3.40	5.74
WEST-SOUTH CENTRAL:	4.45	6.73
MOUNTAIN:	3.66	5.92
PACIFIC:	3.56	6.21
Great Britain	12.54	19.62
Europe	12.41	23.54
Other	11.49	19.60
FOREIGN TOTAL:	12.19	21.66
GRAND TOTAL:	4.36	6.28

* DOES NOT INCLUDE "MANITOBA" OR "MISSING" CATEGORIES

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TABLE VII. DESTINATION AND ORIGIN OF VISITORS REGISTERING AT TRAVEL MANITOBA RECEPTION CENTRES SPRING/SUMMER, 1985

ORIGIN:	DESTINATION OF VISITORS		
	WINNIPEG	MANITOBA	OTHER
CANADA TOTAL:	29.5%	12.9%	57.6%
Newfoundland	18.8%	7.5%	73.8%
Prince Edward Island	22.0%	2.4%	75.6%
Nova Scotia	19.4%	7.8%	72.9%
New Brunswick	16.5%	11.0%	72.6%
ATLANTIC PROVINCES:	18.6%	8.3%	73.6%
Quebec	20.4%	8.4%	71.2%
N.W. Ontario	44.8%	16.9%	38.3%
Other Ontario	23.0%	11.7%	65.3%
CENTRAL PROVINCES:	25.3%	11.9%	62.8%
EASTERN PROVINCES:	24.9%	11.7%	63.4%
Saskatchewan	49.4%	16.5%	34.1%
Alberta	30.8%	14.0%	55.3%
PRAIRIE PROVINCES:	39.0%	15.1%	45.9%
British Columbia	30.9%	13.7%	55.5%
Yukon and N.W.T.	17.6%	18.9%	63.5%
WESTERN CANADA:	36.3%	14.7%	49.0%
UNITED STATES TOTAL:	41.3%	17.1%	41.5%
NEW ENGLAND:	12.8%	10.5%	76.6%
MIDDLE ATLANTIC:	18.3%	7.3%	74.4%
Ohio	16.2%	12.0%	71.8%
Indiana	20.4%	21.4%	58.3%
Illinois	22.5%	21.2%	56.4%
Michigan	16.4%	11.2%	72.4%
Wisconsin	31.0%	19.5%	49.5%
EAST-NORTH CENTRAL:	22.5%	17.4%	60.2%
Minnesota	60.6%	16.9%	22.5%
Iowa	29.6%	27.3%	43.1%
Missouri	22.2%	24.4%	53.3%
North Dakota	72.1%	20.4%	7.5%
South Dakota	44.4%	30.6%	25.0%
Nebraska	29.9%	25.8%	44.3%
Kansas	28.8%	22.6%	48.6%
WEST-NORTH CENTRAL:	58.6%	20.3%	21.1%
SOUTH ATLANTIC:	20.2%	9.1%	70.7%
EAST-SOUTH CENTRAL:	20.6%	13.0%	66.4%
WEST-SOUTH CENTRAL:	24.7%	18.1%	57.2%
MOUNTAIN:	24.1%	17.1%	58.7%
PACIFIC:	21.1%	10.0%	68.8%
Great Britain	34.8%	11.2%	54.0%
Europe	29.0%	10.7%	60.3%
Other	33.2%	10.3%	56.5%
FOREIGN TOTAL:	31.2%	10.7%	58.1%
GRAND TOTAL:	34.9%	14.7%	50.4%

* DOES NOT INCLUDE "MANITOBA" OR "MISSING" CATEGORIES